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Press Release

THE CITY OF HIALEAH THRIVES AMIDST AN UNCERTAIN ECONOMY

Hialeah, Florida - May 13, 2008 - Amidst growing concerns of a nationwide recession and continued economic woes, the City of Hialeah continues to see growth in its new business sector by establishing relationships between new businesses and the community. The latest example of this successful formula was the opening of Boost Mobile's retail store in Hialeah.

The store officially opened its doors to an eager crowd on Tuesday. On hand for the opening were Mayor Julio Robaina and several members of the Hialeah City Council who were presented a check from Michael Lanzon, Vice President of sales and marketing for Boost Mobile. The check for \$5,000 dollars was a huge contribution to the city's Recreation Department and particularly Bucky Dent Gymnasium, where most of the funds will go to enhance and establish recreational programming for the Hialeah youth in the area. "I think it's vital that we continue to work hand in hand with new businesses like Boost Mobile to ensure their success and establish a relationship between them and the community. It is a tremendous honor for me to receive this check on behalf of the 250,000 plus residents of the City of Hialeah and I know they are very appreciative of this generous contribution" were the words of Mayor Julio Robaina who met with each employee at the Hialeah location.

Everything Boost does, from product development and sales, to customer service and marketing; is designed and implemented to "boost" the lifestyle of this demographic. As a result, 90% of Boost subscribers would recommend Boost Mobile to others, and two-thirds of Boost subscribers have friends or family using Boost Mobile.

One of those young consumers was Carlos Hechavarria, Jr. who walked into the store with his girlfriend Taylor Dixon and friend Mario Morales looking for phone plans and ended up staying throughout the event. "This was great! I came in looking for wireless phone options and we ended up being invited to stand with all the city officials and employees for the check presentation. That was very exciting and we felt very special." Several young patrons in the store were treated to hors d'oeuvres, refreshments, and everyone walked out with a special Boost Mobile bag that included a t-shirt, cap, and other Boost Mobile products.

The store, located at 1905 West 35 Street, Suite 110-110 in Hialeah's West Park Center, will target multicultural consumers ages 14 to 34. Boost Mobile is a lifestyle-based telecommunications brand focused on offering premium pay as you go wireless phones and voice data services to the youth market. Boost Mobile is among the fastest growing wireless services in the U.S. and now has 4.3 million customers – the majority of which are under the age of 25.